

## CLAIMS

WHAT IS CLAIMED IS:

- 5     1. A method comprising:  
         finding a first link in a first page to a reciprocal site;  
         determining a reciprocal page based on the first link; and  
         determining whether a reciprocal link exists in the reciprocal page to the first  
page.  
10
2. The method of claim 1, further comprising:  
         if the reciprocal link does not exist, issuing a warning.
3. The method of claim 1, further comprising:  
15           if the reciprocal link does not exist, removing the first link from the first page.
4. The method of claim 1, wherein the finding further comprises:  
         finding at least one reciprocal tag in the first page, wherein the at least one  
reciprocal tag identifies the first link.  
20
5. The method of claim 4, wherein the determining the reciprocal page further comprises:  
         finding a return link to the reciprocal page based on the at least one reciprocal tag.
6. An apparatus comprising:  
25           means for finding at least one reciprocal tag in a first page, wherein the at least  
one reciprocal tag is associated with a first link to a reciprocal site;  
         means for finding a reciprocal page based on the at least one reciprocal tag,  
wherein the reciprocal page is at the reciprocal site; and

means for determining whether a reciprocal link exists in the reciprocal page to the first page.

7. The apparatus of claim 6, further comprising:

5 means for issuing a warning if the reciprocal link does not exist.

8. The apparatus of claim 6, further comprising:

means for removing the first link from the first page if the reciprocal link does not exist.

10

9. The apparatus of claim 6, further comprising:

means for removing the first link from the first page if the reciprocal link does not exist and a number of times the reciprocal link has not existed exceeds a threshold.

15 10. The apparatus of claim 6, further comprising:

means for adding the at least one reciprocal tag to the first page based on a selected section of the first page, wherein the first link is in the selected section.

20 11. A signal-bearing medium encoded with instructions, wherein the instructions when executed comprise:

adding at least one reciprocal tag to a first page based on a selected section of the first page, wherein a first link to a reciprocal site is in the selected section;

finding the at least one reciprocal tag in the first page in response to a request to publish the first page;

25 finding a reciprocal page based on the finding the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site; and

determining whether a reciprocal link exists in the reciprocal page to the first page.

12. The signal-bearing medium of claim 11, further comprising:  
issuing a warning if the reciprocal link does not exist.
13. The signal-bearing medium of claim 11, further comprising:  
5 removing the first link from the first page if the reciprocal link does not exist.
14. The signal-bearing medium of claim 11, further comprising:  
removing the first link from the first page if the reciprocal link does not exist and  
a number of times the reciprocal link has not existed exceeds a threshold.  
10
15. The signal-bearing medium of claim 11, further comprising:  
removing the first link from the first page if the reciprocal link does not exist and  
a length of time that the reciprocal link has not existed exceeds a threshold.
- 15 16. A server comprising:  
a processor; and  
a storage device encoded with instructions, wherein the instructions when  
executed on the processor comprise:  
adding at least one reciprocal tag to a first page based on a selected section  
20 of the first page, wherein a first link to a reciprocal site is in the selected section,  
finding the at least one reciprocal tag in the first page,  
finding a reciprocal page based on the at least one reciprocal tag, wherein  
the reciprocal page is at the reciprocal site,  
determining whether a reciprocal link exists in the reciprocal page to the  
25 first page, and  
if the reciprocal link does not exist, determining an action based on a  
user-interface option.
17. The server of claim 16, wherein the action further comprises:

issuing a warning if the reciprocal link does not exist.

18. The server of claim 16, wherein the action further comprises:

removing the first link from the first page if the reciprocal link does not exist.

5

19. The server of claim 16, wherein the action further comprises:

removing the first link from the first page if the reciprocal link does not exist and  
a number of times the reciprocal link has not existed exceeds a threshold.

10 20. The server of claim 16, wherein the action further comprises:

removing the first link from the first page if the reciprocal link does not exist and  
a length of time that the reciprocal link has not existed exceeds a threshold.